

Message Text

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PAGE 01 CANBER 05479 040808Z

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 W
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R 040627Z AUG 77

FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 1049
INFO AMCONSUL AUCKLAND
AMCONSUL MELBOURNE
AMCONSUL BRISBANE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS CANBERRA 5479

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: PROPOSED KANSAS STATE IOGA TRADE MISSION

REF: STATE 161330

1. MISSION WELCOMES PROPOSED KANSAS STATE IOGA TRADE
MISSION IN THE FALL OF 1977.

2. IN REGARDS TO TIMING, MISSION URGES THAT PROPOSED TRADE
MISSION SHOULD STRONGLY CONSIDER ARRANGING ITS VISIT TO
AUSTRALIA (AND THUS NEW ZEALAND) TO COINCIDE WITH AUSTRALIAN
NATIONAL FIELD DAYS (ANFD) HELD IN ORANGE, N.S.W.,
NOVEMBER 14-17, 1977. THIS IS AN ANNUAL FUNCTION WHICH
DRAWS MANUFACTURERS, DISTRIBUTORS AND END USERS FROM ALL
OVER AUSTRALIA AND FROM OVERSEAS. KANSAS STATE GROUP
WOULD HAVE CHANCE STUDY AUSTRALIAN MARKET AND MAKE CONTACT
WITH MORE PROSPECTIVE DISTRIBUTORS IN A SHORT PERIOD OF
TIME THAN WOULD BE POSSIBLE IN VISITS TO OFFICES. IN
ADDITION, MISSION MEMBERS WOULD HAVE OPPORTUNITY TO OBSERVE
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AND TALK ABOUT AUSTRALIAN FARMING TECHNIQUES WITH A CROSS-
SECTION OF AUSTRALIAN FARMING COMMUNITY. ALSO, AS PERIOD
LEADING UP TO ANFD WOULD BE VERY BUSY ONE FOR DISTRIBUTORS
THEY MIGHT NOT BE IN POSITION DEVOTE FULL ATTENTION TO
MEMBERS OF MISSION. LAST YEAR A MEMBER OF VISITING IOWA STATE
IOGA MISSION ATTENDED ANFD WITH EXCELLENT RESULTS. MANAGEMENT
OF ANFD HAS EXPRESSED INTEREST AND OFFERED ASSISTANCE.

EMBASSY POUCHING COPY OF EXHIBITION PROSPECTUS FOR
USDOC/OIM/CMM-SILLOWAY.

3. IN EVENT IOGA MISSION DECIDES ATTEND ANFD, MISSION SUGGESTS MEMBERS PLAN ARRIVE SYDNEY FROM NEW ZEALAND ON SUNDAY, NOVEMBER 13; PROCEED TO ORANGE ON MONDAY, NOVEMBER 14 AND REMAIN AT SHOW THROUGH WEDNESDAY, NOVEMBER 16. POSSIBILITY OF SEEING PROSPECTIVE REPRESENTATIVES IN BRISBANE, MELBOURNE OR SYDNEY NOT GOOD UNTIL CONCLUSION OF SHOW.

4. FOLLOWING SHOW, IT MIGHT BE MOST USEFUL FOR MEMBERS TO BREAK UP AND TRAVEL INDIVIDUALLY TO BRISBANE, MELBOURNE OR SYDNEY, DEPENDING ON THE TYPE OF PRODUCTS OFFERED AND THE TYPE OF CONTACTS MADE AT ORANGE - FOR INDIVIDUAL MEETINGS AND FOLLOW-UPS WITH PROSPECTIVE REPRESENTATIVES.

5. AS ACCOMMODATION IN ORANGE AREA WILL BE DIFFICULT TO ARRANGE, MISSION WILL NEED FIRM NOTICE OF EXACT NUMBER IN GROUP AND CONFIRMATION THAT IT INTENDS VISIT ANFD. THIRTY DAYS CONFIRMED ADVANCE NOTICE IS A MINIMUM.

6. IF VISIT TO ORANGE NOT THOUGHT POSSIBLE OR DESIRABLE, DUE TO TIMING OR OTHER REASONS, THEN MISSION SUGGESTS VISITS TO BRISBANE AND MELBOURNE AND SYDNEY. JUSTIFICATION FOR BRISBANE VISIT CONTAINED IN BRISBANE'S A-04 OF MARCH 23, 1977. CONGEN MELBOURNE REPORTS THAT EXECUTIVE DIRECTOR OF TRACTOR UNCLASSIFIED

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AND MACHINERY ASSOCIATION OF AUSTRALIA (WHOSE NATIONAL HEADQUARTERS LOCATED IN MELBOURNE) BELIEVES PART OF WHOLE OF MISSION SHOULD PLAN VISIT MELBOURNE AS GREATEST CONCENTRATION OF AG MACHINERY REPRESENTATIVES LOCATED THERE. MISSION BELIEVES, HOWEVER, THAT CHOICE BETWEEN SYDNEY AND MELBOURNE IS MORE OR LESS A TOSS-UP AS FIRMS HAVING HEAD OFFICES IN MELBOURNE WOULD HAVE BRANCHES IN SYDNEY AND VICE VERSA. IN VIEW OF OPINION OF TMAA OFFICIAL, HOWEVER, WE SLIGHTLY INCLINED FAVOR MELBOURNE IN EVENT VISIT THREE AUSTRALIAN CITIES NOT POSSIBLE.

7. FOR MARKET INDICATION REQUESTED IN PARA 4(2), DEPARTMENT SHOULD CONSULT ABOVE-MENTIONED BRISBANE A04 AND SYDNEY A-53 OF NOVEMBER 15, 1976, SUBJECT: PRODUCT PRIORITY LISTING FOR AUSTRALIA - ITEM 5 - AGRICULTURAL MACHINERY."

8. ONLY CONFLICTING AUSTRALIAN HOLIDAYS DURING SEPTEMBER, OCTOBER, NOVEMBER PERIOD IS OCTOBER 3 (LABOR DAY) IN NEW SOUTH WALES AND NOVEMBER 1 IN MELBOURNE (MELBOURNE CUP DAY).
ALSTON

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Decaption Note:
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Subject: PROPOSED KANSAS STATE IOGA TRADE MISSION
TAGS: BEXP, AS
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